

## About Us

Joe Olejnik  
President  
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I founded Fulcrum Consulting (FCI) in 2004 and chose the word fulcrum because leverage is what is used to move heavy objects with minimal effort. Some would agree that increasing revenue while improving margin is akin to lifting a small car.

Within FCI, I apply the same philosophy in keeping the organization thin and relying on leveraging outside resources in order to deliver the best value to the customer. My go to partners are not just acquaintances. Over the years, I have utilized their offerings to improve the performance of my sales teams. This familiarity with their product allows me to select the right sales improvement solution to match your unique requirements. This approach gives me the flexibility to pick and choose the right sales improvement course, methodology, or process specific to your needs. If one doesn't exist, we will cut and paste from different programs to create your unique solution set. My partners value add range from sales 101 training through to executive ROI training to providing state of the art interactive DVD sales tools.

The uniqueness or leverage that I provide is my knowledge of the HP Domain coupled with 35+ years of sales experience in which I held sales positions in hardware, software, and services companies. These companies ranged from start-ups to large Fortune 100 companies in the high-tech computer industry.

My most significant accomplishments in the software industry were at HP. In fact, I was one of six founding managers that started HP's push into the software business in the fall of '97. My most recent executive management position at HP was Region Sales Director for the East. As Region Director my teams consistently exceeded quota of and grew the OV business by two times the industry growth rate. (Gartner report on the enterprise management industry, 2005)

My experiences covered many service and practice areas:

### Service Areas:

- Sales
- Business Development
- Channel Development
- Sales Training
- Marketing
- Product and Competitive Positioning

### Practice Areas:

- IT Service management including ITIL
- Enterprise Management Systems
- Operations Management - Job Scheduling, Critical Messaging
- Computer Aided Design & Manufacturing
- Engineering and Manufacturing Environments

These experiences gave me an extensive business background and a foundation for developing a sales consulting approach that is as real as it gets. My core belief is that sales performance improvement does not come out of a sales process text book. Sales process training without "content" is frankly of little value because sales reps know "What to do". It is the "How to do" that is the issue. And the Content is the domain of R&D, Marketing, Sales, Support, and the Customer.

You need a sales improvement consultant that thinks like you do and has real sales experiences like you do. I will build from your ideas and knowledge and integrate the rest of the organization to build on those ideas. FCI can help you to increase revenue and improve margins because we will leverage your resources and get the entire organization behind the sales team.